

Theoretical Orientation Communication

DESCRIPTION

Recognizing that 'media studies' lacks a cannon, and thus any grand theory, the paper traces the formulation of various positions and sub-positions over the years, as indicated in what scholars have deemed worthy of study. It examines their influence on the array of epistemological standpoints, methodological frameworks of key scholarship, and the scope

MODULES

Communication as Process

Communication as Culture

Communication as Generation of
meaning

Module 1: Communication Process

This module traces the concept of communication as an organism in the nineteenth century to it being a social network in the contemporary times, on the one hand, and as tool for disseminating ideologies of power, on the other. Simultaneously, it shows how the subject of communication attracted the attention of scholars across disciplines, and received critical gaze by Marxists, existentialists, political economists and behavioural and cognitive scientists. Amidst all these before it can make any disciplinary claims.

Communication as Science <ul style="list-style-type: none"> • Empiricism • functionalism 	Communication as Process <ul style="list-style-type: none"> • Effects Studies • Empathy 	Political economy <ul style="list-style-type: none"> • Communication and the mode of production • Mode of production of communication 	Power and Ideology <ul style="list-style-type: none"> • Culture Industry • Ideology
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Module 2: Communication as Culture

The cultural turn in social sciences and humanities has played a key role in the understandings the entire notion of communication as culture. The micro perspectives offered by the studies of everyday uncover the role of communication in the production of everyday life. The hermeneutic approach gives cultural or signifying practices a more active role and therefore emphasizes the mediated structures of social experience. The discursive approach, on the other hand, does away with these binaries and slides the social into cultural. It perceives power as very much embedded in the signifying practices themselves.

Classical <ul style="list-style-type: none"> • Economism • Frankfurt School 	Hermeneutics <ul style="list-style-type: none"> • Structural mediation • Mediation through signifying practices 	Discursive <ul style="list-style-type: none"> • Positioning the subject • Articulating the subject
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Module 3: Communication as Generation of meaning

A number of approaches proliferated to understand and interpret the specific messages and the signifying practices. For example, structuralism and semiology represent a general theoretical orientation defining a general science of signs and their functions. The present module, studies, at length, the various approaches of meaning making in the detail and therefore the idea of communication production as generation of meaning.

Studying meaning <ul style="list-style-type: none"> • Process to meaning • Audience to reader • Culture and text 	Theories of Semiotics <ul style="list-style-type: none"> • F.De Saussure • Roland Barthes 	Semiotic & Sign Systems <ul style="list-style-type: none"> • Signifier and Signified • Sign, interpretant & object 	Code and Signification <ul style="list-style-type: none"> • Culture of codes • Sign and signification
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Readings

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